

## **Jobs Data Give Boost to Economic Development**

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Innovative new products from the United States Census Bureau help jobseekers, employers, and economic planners get an in-depth look at their local job market.

The Local Employment Dynamics (LED) partnership between state labor market information agencies and the U.S. Census Bureau came about to fill critical data gaps in workforce statistics at the state, county, metro, and workforce investment area levels.

LED offers a trio of free online analytic tools to help decision-makers capture current workforce conditions and make economic development plans. These data access and use tools also can help employers find potential workers and show jobseekers where to find the hot industries in their area. Starting a few years ago with just 15 states, the program has experienced phenomenal growth. There are now 44 states voluntarily participating in this program.

“For the first time, the federal government is working with state governments to deliver local labor force information and economic indicators,” said Louis Kincannon, Director of the Census Bureau.

The three LED online tools are: *QWI* (Quarterly Workforce Indicators) *Online*, *Industry Focus* and *On the Map*. *QWI Online* contains eight economic indicators:

- |                       |                               |
|-----------------------|-------------------------------|
| - Total employment    | - Separations                 |
| - Net job flows       | - Turnover                    |
| - Job creation        | - Average monthly earnings    |
| - Number of new hires | for all workers and new hires |

LED produces comparison tables by geography, time, gender, age, or industry. Each indicator is a measure of a local economy that combines wage information with demographic data. Together, they provide a complete picture of an area's workforce. Changes can be tracked over time. Displays of data from these tools can be downloaded.

*Industry Focus* allows users to:

- Identify the leading industries for an area
- Focus on a particular industry to see how it ranks among top industries
- View graphs and charts of worker characteristics within industries

Users of *Industry Focus* can analyze industries by state, county, workforce investment or metro area, based on eight workforce indicators. The indicators are: employment, growth in employment, growth in hiring, number of new hires, firm job change, average monthly earnings for all workers, growth in average monthly earnings for all workers, and average monthly earnings for new hires.

*On the Map* is a web-based mapping tool showing where people live in relation to where they work with reports on:

- Age
- Earnings
- Industry distribution, and
- Local workforce indicators

Kansas will appear in *On The Map* by the end of this summer. Data on Kansas are available now from *Industry Focus* and *QWI Online*.

The *On the Map* tool is particularly innovative as it is the first partial synthetic data product released by the Census Bureau. “The use of synthetic data is emerging as a viable approach to making analytically valid data available for public use without compromising confidentiality,” said Dr. Jeremy Wu, Director of the LED program at the U.S. Census Bureau.

Administrators in private, educational and governmental organizations give the LED tools high marks. “The power of the mapping capability just knocks your socks off,” said Ray Uhalde of the National Center on Education and the Economy States. Philip Rones, Acting Commissioner of the Bureau of Labor Statistics, describes the LED tools as “the Holy Grail of labor force data.”

The Local Employment Dynamics data tools can be found at the Census Bureau web site at [www.census.gov](http://www.census.gov) under Business & Industry.

For more information about the program, contact Dorothy Paugh by telephone at (301) 763-2058 and by email at [Dorothy.J.Paugh@census.gov](mailto:Dorothy.J.Paugh@census.gov)

Longitudinal Employer-Household Dynamics

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Industry Focus: Top Industries Results (click on Industry link to see workforce information)

All 6 eligible industries ranked on the greatest employment

State=Kansas, County=001 Allen, Sex=Male and Female, Age=14-99

Private Firms Only

Rank	Industry	Average Quarterly Employment (2004Q4,2005Q1,2005Q2,2005Q3)	Hiring Growth (2004Q3,2005Q3)	Hiring Growth (%) (2004Q3,2005Q3)	Hiring (2005Q3)	Hiring (2004Q3)	New Hire Earnings (\$) (2004Q4,2005Q1,2005Q2,2005Q3)
	All NAICS subsectors	4,409	-43	-11.5 %	352	395	\$1,287
1	<a href="#">722 Food Services and Drinking Places</a>	242	-24	-57.1 %	30	54	\$422
2	<a href="#">623 Nursing and Residential Care Facilities</a>	206	4	22.2 %	20	16	\$1,150
3	<a href="#">332 Fabricated Metal Product Manufacturing</a>	160	-7	-66.6 %	7	14	\$1,065
4	<a href="#">445 Food and Beverage Stores</a>	135	5	22.2 %	18	13	\$969
5	<a href="#">452 General Merchandise Stores</a>	112	0	-0.0 %	9	9	\$1,010
6	<a href="#">447 Gasoline Stations</a>	98	1	8.6 %	12	11	\$767

List the top  industries ranked by the greatest:

Ranking Indicator (Select One)	Include in report (Select One or More)	
<input checked="" type="radio"/>	<input checked="" type="checkbox"/>	Employment ①
<input type="radio"/>	<input type="checkbox"/>	Growth in Employment ①
<input type="radio"/>	<input checked="" type="checkbox"/>	Growth in hiring ①
<input type="radio"/>	<input type="checkbox"/>	Number of new hires ①
<input type="radio"/>	<input type="checkbox"/>	Firm Job change ①
<input type="radio"/>	<input type="checkbox"/>	Average monthly earnings for all workers ③
<input type="radio"/>	<input type="checkbox"/>	Growth in average monthly earnings for all workers ②
<input type="radio"/>	<input checked="" type="checkbox"/>	Average monthly earnings for new hires ①

Age and Sex: Age  Sex

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This is the *Industry Focus* ranking of industries by greatest employment for Allen County, Kansas. Clicking on the industry will produce a graph and chart of its workforce by age and gender.

Disclaimer: The views expressed in this article are the personal views of Dorothy Paugh and William T. King, employees in The Communications Directorate of the U.S. Census Bureau, Washington, DC.